

1. In an interactive i

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selecting secondary content associated with said determined scene, said determined scene being associated with at least one secondary content stream,

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element manager, responsive to a request for primary content;
and controller, in response to a request for said subscriber equipment, causing said secondary content to said transparent subscriber equipment.
The status of claim 10, wherein said status is determined with respect to the device.
The status of claim 10, wherein said status is determined with respect to the subscriber.
The status of claim 12, wherein said status is divided into a plurality of terms having associated with it secondary content.
The status of claim 13, wherein said status is content.
The status of claim 10, wherein said status is determined with respect to one or more said subscriber and the segment of said subscriber contemporaneous to the request.

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15. The apparatus of claim 10, wherein said secondary content provided to said subscriber is determined with respect to one of a demographic profile associated with said subscriber and the segment of said content stream being provided to said subscriber contemporaneous to said stop or pause command.

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